

Cash & Carry Displays

MEDIA CARD 2024



BOOST SALES WITH DIGITAL DISPLAYS

Store displays for effective advertisement are located in the best spots regarding sales and customer engagement in each of our 14 wholesaler's business premises.

One of the two 49-inch displays is located at a entrance area or at a presentation point for customer encounters. The other one is located near checkout or cafeteria area.

LCD outlets are suitable for high resolution HD videos and artwork – both still and dynamic. The video can contain audio, although it is muted in the display.

Content spots for sale

Video highlight

Duration: 30 sec

Density: Min. 20 times per an hour

Animated product highlight

Duration: 10 sec

Density: Min. 20 times per an hour

Schedule

VALIDITY APPROXIMATELY FOR 1 MONTH

Validity period	Content deadline
2024-01-08 – 2024-02-04	2023-12-15
2024-02-05 – 2024-03-04	2024-01-15
2024-03-05 – 2024-04-05	2024-02-15
2024-04-06 – 2024-05-06	2024-03-15
2024-05-07 – 2024-06-05	2024-04-15
2024-06-06 – 2024-07-04	2024-05-15
2024-07-05 – 2024-08-03	2024-06-14
2024-08-04 – 2024-09-02	2024-07-15
2024-09-03 – 2024-10-03	2024-08-15
2024-10-04 – 2024-11-04	2024-09-16
2024-11-05 – 2024-12-05	2024-10-15
2024-12-06 – 2025-01-07	2024-11-15

IMPORTANT VALUES FOR KESPRO:

We kindly wish our partners to respect the process stages and the assigned schedule.

NB: Content required for the campaign products (e.g. product details, artwork) must be provided by the vendor according to the agreed schedule with Kespro. Any delayed content will not be accepted. The vendor will be charged according to the agreement for agreed, yet unrealized marketing operations due to the vendor.

KESPRO

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Video Highlights – instructions

The process is negotiated in agreement with Kespro's Product Manager responsible for the product category in question. Products advertised in the video must be available in Kespro's range of goods.

Contact information:

forename.surname@kesko.fi

TECHNICAL REQUIREMENTS:

- Required materials must be provided according to the agreed schedule with Kespro.
- The provided material must contain an attached video file.
- However, regarding large sized files, sharing the file via some cloud service (e.g. WeTransfer, DropBox) is acceptable.
- Accepted formats: MPEG-2, MPEG-4, MPEG-4 AVC / H.264
- Full HD resolution (1920*1080px)
- Max. length: 30 sec
- The video can contain audio, although it is unfortunately muted in the display outlet.

In order to gain attention and engagement, please consider the video to be eye-catching and rich in visual elements. At Kespro, we value expertise and quality in all our marketing communications activities targeted at foodservice customers. Thus, poor quality content or content against our principles may not be published.

Please, provide the video materials to:

kespro.digiaineistot@kesko.fi



Animated Product Highlight – instructions

The process is negotiated in agreement with Kespro's Product Manager responsible for the product category in question.

Contact information:

forename.surname@kesko.fi

EXTRA PRODUCTS FOR PROSENTTI MAGAZINE PRODUCT HIGHLIGHTS:

The highlights are made exclusively of products launched in Prosentti Magazine during the magazine's validity period. A contracted advertising agency is assigned to compile the highlighted content exploiting a product image and product details according to Prosentti Magazine.

► See an example of Animated Product Highlight

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